

Message Text

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TAGS: BEXP, YO
SUBJECT: YUGOSLAV PRINTING INDUSTRY SOCIAL ACCORD AND
PRINTING AND GRAPHIC ARTS CATALOG SHOW

REF: BELGRADE 4446

1. CONGEN OFFICERS MADE KEY PROSPECT CALL ON GRAFOIMPEX,
ZAGREB, AUGUST 25. GRAFOIMPEX REPS AT MEETING WERE HEADS
OF IMPORT AND EXPORT SECTIONS. GRAFOIMPEX FUNCTIONS NOT ONLY
AS A TRADE ASSOCIATION BUT ALSO AS A COOPERATIVE WHICH BUYS/
SELLS AND IMPORTS/EXPORTS UPON REQUEST FOR ITS 113-MEMBER
FIRMS IN THE PRINTING AND GRAPHIC ARTS INDUSTRIES.

2. AS SUGGESTED IN REFTEL, WE RAISED QUESTION OF EXISTENCE
AND IMPACT OF SOCIAL ACCORD SIGNED RECENTLY BY GRAFOIMPEX
MEMBERS IN WHICH THEY AGREED TO DEAL ON IMPORTS ONLY WITH
FOREIGN FIRMS WHICH HAD AGENTS IN YUGOSLAVIA. GRAFOIMPEX
REPS CONFIRMED THAT SUCH AN ACCORD FOR THE PRINTING AND GRAPHICS
INDUSTRY HAD RECENTLY BEEN CONCLUDED. THEY STATED THAT THE
PURPOSE OF THE ACCORD WAS TO REDUCE THE NUMBER OF SMALL EXPORT-
IMPORT TRADERS WHO ARE ONLY MARGINALLY USEFUL TO THE ASSOCIATION'S
MEMBERS. "WE DON'T WANT TO ELIMINATE COMPETITION," EXPLAINED
THE EXPORT CHIEF. "WE JUST WOULD RATHER HAVE 20-30 COMPETENT
SPECIALISTS THAN 200 FIRMS THAT ONLY OCCASIONALLY HANDLE
EQUIPMENT IN OUR FIELD."

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3. GRAFOIMPEX ITSELF IS A MAJOR EXPORTER OF PRINTED MATERIALS ON BEHALF OF A NUMBER OF ITS MEMBER FIRMS AND ON AN AD HOC BASIS ACTS AS AN IMPORTER OF EQUIPMENT FOR MEMBER FIRMS. HOWEVER, ACCORDING TO THE ASSOCIATION REPS IT DOES NOT REPRESENT ANY FOREIGN MANUFACTURERS IN YUGOSLAVIA AND HAS NO PLANS TO ACQUIRE AGENCIES.

4. WHEN ASKED IF LARGE FIRMS IN THE INDUSTRY WERE NOT AUTHORIZED TO AND MIGHT NOT PREFER TO IMPORT ON THEIR OWN ACCOUNT, THE ASSOCIATION REPS RESPONDED THAT THIS AVENUE WAS NOT CLOSED BUT THAT AS A PRACTICAL MATTER (VIZ., LOWER COMMISSIONS) LARGE FIRMS PREFERRED TO ORDER FROM ABROAD THROUGH THE ASSOCIATION. THEY CITED A RECENT EXAMPLE OF SUCH A PURCHASE BY VJESNIK, THE LEADING CROATIAN DAILY, WHICH WAS MADE THROUGH THE ASSOCIATION (US EQUIPMENT FROM ROCKWELL).

5. ASSOCIATION READILY AGREED TO PUBLICIZE CATALOG SHOW BUT POINTED OUT THAT DEADLINE ALREADY HAS PASSED FOR ITS NEXT MONTHLY JOURNAL. THEY SUGGESTED WE MAIL A PROMOTIONAL BROCHURE TO EACH OF ITS MEMBERS WITH A NOTATION THAT THE MAILING HAS THE ASSOCIATION'S BLESSING (AND SUPPLIED MEMBERSHIP LIST).

GRAFOIMPEX REPS COULD SEE NOTHING IN SOCIAL ACCORD TO INHIBIT MEMBERS FROM VISITING CATALOG SHOW. ON CONTRARY, NOTING THAT YUGOSLAVIA PRODUCES VIRTUALLY NO PRINTING OR GRAPHIC ARTS EQUIPMENT, THEY FELT AN EXHIBITION BASED ON FOREIGN-MADE MACHINERY WOULD BE OF GREAT INTEREST TO ITS MEMBERS AND SHOULD BE WELL ATTENDED.

6. ON BASIS OF FOREGOING, WE SEE NO SPECIAL PROBLEM IN ATTRACTING EITHER POTENTIAL AGENTS OR END-USERS TO CATALOG SHOW. HOWEVER, WE WILL AGAIN RAISE THE COROLLARY QUESTION OF WHETHER QUALIFIED YUGOSLAV END-USERS HAVE BEEN ENJOINED FROM MAKING DIRECT IMPORTS WHEN WE MAKE PROMOTIONAL CALL ON THE CROATIAN ECONOMIC CHAMBER.

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